

08-06-01

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ATTY DOCKET NO.: 9213.11

DATE: August 3, 2001

PATENT

JC872 U.S. PTO
09/922348

08/03/01

JC845 U.S. PTO
08/03/01

UTILITY PATENT APPLICATION TRANSMITTAL LETTER
AND FEE TRANSMITTAL FORM (37 CFR 1.53(b))

BOX PATENT APPLICATION

Commissioner for Patents
Washington, DC 20231

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is:

- ☒ a patent application
☐ a Continuation ☐ a Divisional ☐ a Continuation-in-Part (CIP) Application of prior application no.: _____; filed _____, the disclosure of which is hereby incorporated herein by reference in its entirety.
☒ and claims the benefit of Provisional Application No. 60/224,152; filed August 10, 2000.

Inventor(s) or Application Identifier:

Dana Borger, Cary, North Carolina; **Steve Cox**, Durham, North Carolina; **Tom Gordon**, New York, New York; **David Spitz**, Raleigh, North Carolina; **Matthew Squire**, Raleigh, North Carolina; **Jay Thrash**, Cary, North Carolina

Entitled:

**SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR INTEGRATING
ADVERTISING WITHIN WEB CONTENT**

Correspondence Address:



20792

PATENT TRADEMARK OFFICE

Enclosed are:

1. ☒ Application Transmittal Letter and Fee Transmittal Form (*A duplicate is enclosed for fee processing*)
2. ☒ 29 pages of Specification (including 62 claims)
3. ☒ 4 sheets of Formal Drawings (35 USC 113)
4. ☐ Oath or Declaration
 - a. ☐ newly executed (*original or copy*)
 - b. ☐ copy from prior application (37 CFR 1.63(d) (*for continuation/divisional*) [Note Box 5 Below]
 - c. ☐ DELETION OF INVENTOR(S) (*Signed statement deleting inventor(s) named in the prior application*)
5. ☐ Application Data Sheet. See 37 CFR 1.76
6. ☐ Incorporation By Reference (*useable if box 4b is checked*)

The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
7. ☐ Microfiche Computer Program (*Appendix*)
8. ☐ Assignment papers (*cover sheet(s) and document(s)*)

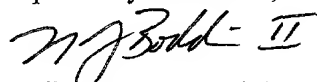
9. ☐ Applicant claims small entity status. See 37 CFR 1.27.
10. ☐ Information Disclosure Statement, PTO-1449, and _____ references cited
11. ☐ Preliminary Amendment (*Please enter all claim amendments prior to calculating the filing fee.*)
12. ☐ English Translation Document
13. ☐ Certified Copy of _____ Application No. _____ ; Filed
14. ☐ Sequence Listing/ Sequence Listing Diskette
 a. ☐ computer readable copy
 b. ☐ paper copy
 c. ☐ statement in support
15. ☐ An Associate Power of Attorney
16. ☒ Return Receipt Postcard (MPEP 503) (*Should be specifically itemized*)
17. ☒ Other: Application Filed Under 37 CFR 1.41(c)

The fee has been calculated as shown below:

	Column 1 No. Filed	Column 2 No. Extra	Small Entity Rate Fee	Large Entity Rate Fee
BASIC FEE			\$355.00	\$ 710.00
TOTAL CLAIMS	62 - 20 =	42	x 09 = \$	x 18 = \$756.00
INDEP CLAIMS	7 - 3 =	4	x 40 = \$	x 80 = \$320.00
<input type="checkbox"/> MULTIPLE Dependent Claims Presented			+ 135 = \$	+ 270 = \$
If the difference in Col. 1 is less than zero, Enter "0" in Col. 2			Total \$	Total \$ 1786.00

- ☒ A check in the amount of **\$1786.00** to cover the filing fee is enclosed.
☐ A check in the amount of \$ _____ is enclosed to cover the filing fee, PLUS the Assignment Recordation fee (\$40.00).
☐ Please charge my Deposit Account No. 50-0220 in the amount of \$ _____.
☒ The Commissioner is hereby authorized to credit overpayments or charge the following fees associated with this communication to Deposit Account No. 50-0220:
 a. ☒ Additional filing fees under 37 CFR 1.16 for presentation of extra claims.
 b. ☒ Additional patent application processing fees under 37 CFR 1.17.

Respectfully submitted,

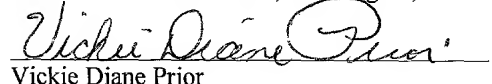


Needham James Boddie, II
Registration No. 41,665

CERTIFICATE OF EXPRESS MAILING

Express Mail Label No. EL733094027US
Date of Deposit: August 3, 2001

I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: BOX PATENT APPLICATION, Commissioner for Patents, Washington, DC 20231.


Vickie Diane Prior

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Borger, et al.
Serial No. To Be Assigned
Filed: Concurrently Herewith
For: **SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS
FOR INTEGRATING ADVERTISING WITHIN WEB CONTENT**

August 3, 2001

BOX PATENT APPLICATION

Commissioner for Patents
Washington, DC 20231

APPLICATION FILED UNDER 37 CFR 1.41(c)

Sir:

The above-identified application is being filed on behalf of the inventors, **Dana Borger**, a resident of Cary, North Carolina; **Steve Cox**, a resident of Durham, North Carolina; **Tom Gordon**, a resident of New York, New York; **David Spitz**, a resident of Raleigh, North Carolina; **Matthew Squire**, a resident of Raleigh, North Carolina; **Jay Thrash**, a resident of Cary, North Carolina, under the provisions of 37 CFR 1.41(c). A Declaration and Power of Attorney from the inventors will follow, 37 CFR 1.63.

Respectfully submitted,




Needham James Boddie, II
Registration No. 40,519

CERTIFICATE OF EXPRESS MAILING

Express Mail Label No. EL733094027US

Date of Deposit: August 3, 2001

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Vickie Diane Prior